

Local

■ GREENWAY PARTNERSHIP

River gets marketing push

By Rick Dandes
The Daily Item

WATSONTOWN — The Susquehanna River is a vital backdrop to everything that makes Central Pennsylvania such a great place to live and work, said Timm Moyer, a newly appointed board member for the Susquehanna Greenway Partnership. “But surprisingly, we need to explain that to many of the people we recruit to work here. The more we can do to connect people to this resource, the more we will enhance the overall appeal of living here.”

Moyer, whose expertise is in marketing, said that as a businessman he shares the mission of the SGP and the impact it can have on local communities.

Because of his background, he was approached by SGP this past summer and asked to join the board of directors. “As an employer, I need to

find ways to make this an appealing place to live so that experienced and competent employees will want to come and live here,” he said. “The river is an amazing resource and the Greenway Partnership has plans to ensure that people know about it. It’s a quality of life issue.”

Timm and his wife Kristen live near the banks of the Susquehanna River in Watsonstown.

After earning a degree in communications from Lebanon Valley College, Moyer began his career as a copywriter at an advertising agency, where he quickly expanded into media buying and marketing.

He later took his career to the “other side of the desk” in the role of marketing manager for RegScan, a Williamsport-based technology company, ultimately becoming vice president of sales and marketing.

Beginning in 1999, he helped establish MarginPoint, a

startup web development and marketing company, and then co-founded MoJo Active, in 2001, a growing integrated marketing and web-development firm located in Watsonstown that serves more than 100 clients nationwide.

“I believe that I can help with marketing and website development,” he said. “You don’t have to be an outdoorsman to love the Susquehanna River, it has a majestic beauty that everyone can enjoy.”

The SGP seeks to link natural, cultural, historic, and recreational resources along the 500-mile corridor of the Susquehanna River in Pennsylvania.

It’s mission is to create a basin-wide organization for resource management and community conservation, factors of lasting importance to the economies and quality of life of river communities.